BLACK ALUMNI NETWORK

BAN NEWSLETTER IS A PUBLICATION BY CONCERNED BLACK ALUMNI OF THE CLASS OF 1980 OF THE GRADUATE SCHOOL OF JOURNALISM OF COLUMBIA UNIVERSITY

Editors: Wayne J. Dawkins, Betty Winston Baye
Design: Anne Ashton

Volume III, Number Seven July 1982

IF YOU BELIEVED that the raging debates of the 1960s over the issue of "light" vs. "dark" complexions ended, perhaps you need to think again.

Apparently, these potential divisive issues are very much alive, judging from the fact that the "Big Three" of black magazines all devoted space in recent editions to the subject.

Although EBONY, ESSENCE and BLACK ENTERPRISE tackled the subject in different ways, articles and letters in all three publications seem to point to the same thing -- black folk continue to be upset over the issue of color and have not forgotten the taunting lyrics many heard throughout their childhood -- "If you're white, you're all right. If you're brown, hang around. But if you're black, get back."

What apparently prompted ESSENCE editors to devote a huge chunk of their July issue to the subject of color was the shower of "hate mail" received after the publication of their April issue featuring a blue-eyed, black model on the cover. ESSENCE called on three writers, Bonnie Allen, Alexis DeVeaux and Alice Walker to explore the color issue.

At BLACK ENTERPRISE, the color controversy reared its head following an April cover story featuring Bryant Gumble, the former sportscaster, who became a co-anchor on NBC's "Today" show. ...CONTINUED on PAGE 2

...JULY is a special month for BAN because it marks the second anniversary of this newsletter. Let's keep our network going and growing.....
*** *** *** ***
...BAN has a new mailing address. see page 2.

...NABJ Convention News. For details, see page 4.
*** *** *** ***

NEWSLINES

Phyl Garland, associate professor at the Columbia Univ. G.S.J., will be on sabbatical for the 1982-83 school year. Phyl will devote much of her time else to writing several major works... Meanwhile Associate Professor Luther Jackson is to return to the G.S.J. this fall after a year-long sabbatical... Trans-Urban News Service, a black-owned and operated news organization in Brooklyn, became five years old in June. Andrew W. Cooper, political analyst and columnist, is director of the organization that pipes news stories to NY-area media outlets and also operates a writers workshop for aspiring journalists...The National Leader, a new black weekly newspaper in Philadelphia has published about a half-dozen issues. The publisher of the new paper...CONTINUED on Page 3

COLOR, Con't...At least one reader, whose letter was published, poo-pooed Gumble's track record in broadcast and took the position, apparently shared by others, that Gumble got where he was not because of experience, but primarily because he is "light skinned." BLACK ENTERPRISE editors took the reader to task for what they believed was his narrow and outdated thinking.

EBONY Magazine, which seems to have a perennial fixation with shades of color and its significance, published a piece in its latest issue featuring an article about the wife of a big-league baseball player lamenting the "bad" treatment she has received most of her life because she "looks white."

The ballplayer's wife lament ironically appears in the same issue in which Richard Pryor, the high priest of "black" comedy passionately informs the world that he will never use the term "nigger" again.

Essentially, we believe black publicationsshould provide space for debate of any issue "the family" feels the need to discuss. But somehow, we wish that we as black people would get ourselves just as excited and worked-up about our economic, political and social future.

NEW B.A.N. MAILING ADDRESS:

Post Office Box 2209

Mount Vernon, N.Y. 10550

Tel. = (914)668-3006
(212)289-4784

Please address correspondence and/or subscription checks to Wayne J. Dawkins.

SITUATION WANTED

Two NYC area BAN members attending the N.A.B.J. Convention in Detroit next month seeks one or two additional people to join car pool. Call (914)668-3006 and ask for Betty or Wayne.

JOBLINE WSB-TV Atlanta has openings for camera persons, tape editors, maintenance technicians and basic operating technicians. Send application, resume and salary requirements to the personnel director, WSB-TV, 1601 W. Peachtree St. N.E., Atlanta, Ga. 30309. ...WAYS Radio, Charlotte, N.C. is looking for a fulltime air personality for overnight. Two years of commericial experience required. Send tapes and resume to Scott Slade, 400 Radio Rd., Charlotte, N.C. 65211...Univ. of Missouri is looking for a director of its news service. Job involves directing, developing, and administering an aggressive media relations program. Send resume to Sharon Yoder, dirctor of university relations, Univ. of Missouri, Columbia, Mo....Gannett Westchester Rockland Newspapers will be short of copyeditors and other desk people this fall because of the expected startup of USA TODAY, a national Gannett Newspaper. To inquire contact Joseph Ungaro, exec. editor, GWRN, 1 Gannett Drive, White Plains, N.Y. ...The National Leader is a new black weekly in Philadelphia. They may be looking for freelancers. Contact Pat Patterson, editor, 1422 Chestnut St., Suite 800, Philadelphia, Pa. 19102.

THE SUMMER MONTHS have created opportunities for some alumni to do new things at their jobs. After July 5, Rolanda Watts ('81) will temporarily put reporting aside to anchor New Jersey Nightly News for WNET/THIRTEEN (PBS) as a vacation replacement. ...Ken Jones ('81) a TIME scribe for the company's in-house magazine recently had a chance to do a 'file'(interviews with a collection of well-known people like Grace Bumbry and Andy Warhol) for a feature on daydreams scheduled to appear in the national news magazine...the July issue of BLACK ENTERPRISE Magazine contained articles by Issac Ferguson('81), a report on stormy controversy surrounding a black president of a predominately black NYC public college...Laura Coverson('82) wrote a collection of business news items for B.E....James McBride of the BOSTON GLOBE was working on a major article for his daily on the NAACP Convention in Boston this month. ...People on the move: David Jonathan Dent ('82) currently lives at 3043 Creech Road, Raleigh, N.C., 27610. David recently did some freelance articles in Philadelphia, however he is looking for a steady job...David Addams has moved to 17566 Wildemer, Detroit, Mich. 48221. David works for the law firm Goodman, Eden, Millender & Bedrosian and he is studying for the Michigan Bar...in the July issue of MOTHER JONES Magazine, Jill Nelson wrote an article on Apartheid's imposing enemy, Randall Robinson, executive director of TransAfrica, a leading lobby group on Third-World issues...Lise Chandler White of the DALLAS TIMES HERALD wrote an article recently on Rosa Parks, the woman who refused to give up her seat on a Montgomery, Ala. bus in the 1950s and unwittingly accelerated the push by black Americans for civil rights.

B.A.N. PEOPLE

NEWSLINES, Con't...is Claude Lewis, former associate editor of the defunct PHILADELPHIA (Daily) BULLETIN. The editor is Pat Patterson, formerly of BLACK ENTERPRISE and NEWSDAY... Ron Howell ('79) chief of the NY DAILY NEWS Harlem Bureau, was among 24 journalists awarded Nat'l Endowment for the Humanities Fellowships in June for study aimed at gaining "new perspectives" for their work. Ron will spend the academic year at the Univ. of Michigan studying Amer. Literature, French and Spanish languages and literature. He will also participate in special seminars in journalism. Howell will receive $18,000 tuition for nine months of study and plans to return to the DAILY NEWS.

NEW SUBSCRIBERS: Janice Greene, Lise Chandler White, and Barbara Mosely...Total subscribers for 1982 = 14.
Subscriber Goal this year = 60

The BAN Newsletter has expanded and it's working harder each month to bring you news, features and career information. We need your support to continue providing this service. Please send your subscription check ($10 per year) today.

Subscription Total = $150

Expenses(first six months of this year):
Postage stamps= $61
P.O. Box rental $11
Dues:Black Media$10
Assn. of Charlotte
Toll calls, stationary supplies $9
Total spent = $91

Balance = $59

CONVENTION '82

Scores of journalists are expected to flock to Detroit next month for the Seventh Annual Convention of the Nat'l Assn. of Black Journalists. The convention is scheduled for Aug. 19-22 at the Book Cadillac Hotel. "Extending Our Reach," is the theme of this year's convention the title speaking to the maturity of the organization, which estimates that 3,000 black newspersons are working in the United States. No longer preoccupied with just getting a foot in the door, black journalists are concerned about foreign and nat'l affairs, and about having a meaningful effect on the operation of this nation's media. As an indication of maturity, and the realization that black journalists must never become near-sighted, the Hon. E.Y. Eke, Nigerian ambassador to the United States will deliver the keynote address on Aug. 21. In addition, a new award will be given this year to a news organization for having shown excellence in int'l reporting about affairs of the Third World. Cable TV, specialty reporting, the black manager in the white newsroom and the phenomenon of a mostly-white press corps covering a heavily black athletic world are among the 15 scheduled workshops at the 3-day convention. Registration fees for NABJ members are $125 before July 15 and $135 thereafter. Non-member fees are $110 before July 15 and $120 thereafter. Hotel costs are separate and must be paid directly to the Book Cadillac Hotel (313)255-8145. The hotel reservation cut off date is Aug. 4.

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BLACK
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NETWORK

This newsletter is a publication by concerned black alumni of the class of 1980 of the graduate school of journalism, columbia univ.

Volume III, Number Eight August 1982

Isn't it amazing how electronically sophisticated the news media has become?

There has been a lot of talk recently that the morning paper for many readers will come on a video screen. That's right, everything from stock prices to comic strips. If you think that is far-fetched, newspaper reporters who still write stories on typewriters are a rare breed. Most of us type our words into a computer. Witnessing some of the rapid changes on my job, I wonder how many black children, who will soon grow to adults, will deal with the new technology that seems to affect the majority of available jobs. There are strong indicators that few people in the next century will still be doing clerical and assembly-line work. Those tasks will be the domain of robots or other forms of automation. Therefore, we must encourage and push black children to master math and science skills in school in order for them to have a chance to obtain the new jobs. It's a matter of survival. During the recent NAACP Convention in Boston, a black manager of a computer manufacturing plant in Roxbury urged a group of delegates who visited that they must constantly remind high school students that they have to make the grade in math and science to be employable for the available hi-tech jobs. Those of us who are journalists or other communicators should bring the message to young people through news stories and broadcasts. Our messages don't necessarily have to be dry or sobering. Sometimes we can appeal (CON'T, page 2)

THIS MONTH'S NEWSLETTER SPORTS A NEW LOOK, A 4-PAGE BOOK FORM, AND ALSO A NEW SERVICE = 'SITUATION WANTED' (See Page 4)

*** *** *** ***

LAST CALL! 7th Annual Nat'l Assn. of Black Journalists Convention in Detroit Aug. 19-22. For information call:

(313) 961-6990

This issue is dedicated to the memory of Stephen H. Gayle, a 1972 Columbia University J-School graduated and member of the Black Alumni Network, who died suddenly last month. We will miss him in our midst.

The sudden death of Mr. Gayle, 34, the newly appointed managing editor of BLACK ENTERPRISE Magazine, sent shock waves through the community of black journalists and writers in New York City. Mr. Gayle suffered an apparent heart attack July 18, while vacationing in Sag Harbor, N.Y. A bachelor, Mr. Gayle stood well over 6-feet tall and was euologized as a "gentle giant," by BE Publisher Earl Graves, who had only appointed Mr. Gayle managing editor of the 12-year-old publication three weeks before his death. Mr. Gayle had been a BE associate editor and also a contributor to ESSENCE Magazine. His journalism career included stints with NEWSWEEK Magazine as a correspondent and deputy bureau chief in San Francisco, and as a reporter for the NEW YORK POST. Mr. Gayle was born in Brooklyn Sept. 4, 1947. He was a graduate of Queens College. He also received a certificate in literature from the Univ. of Madrid and studied in West Germany on a John Jay McCloy Fellowship. Mr. Gayle is survived by his mother, Gladys Gooden Gayle, two brothers, David and Earl James, and two sisters, Linda and Jerri. In lieu of flowers, the Gayle family has respectfully requested that contributions in Mr. Gayle's name be sent to the Columbia Univ. Graduate School of Journalism to establish a scholarship fund for aspiring minority journalists.

STEPHEN GAYLE 1947-1982

YOUTH(CON'T from Pg. 1)...to many teenager's means of having fun. Many of them play video games, watch futuristic movies("E.T. and "TRON" the latest craze) and walk the streets with portable stereos that are as powerful as the hi-fi at home. We can remind them how math and science brings them these pleasures. We can also show youth that learning and mastering the skills reaps the 'bottom line' and money has universal interest among them.

There are so many other problems facing black youth now. For example, about half of America's three million black teenagers are unemployed. The facts are grim, however as communicators, we have to keep bringing the message so there is hope that conditions will improve in the future. WJD

FRANK DEXTER BROWN('81)currently hosts a half-hour program of news and cultural affairs on NYC's WKCR-FM at 8:30 p.m. one Sunday each month. Frank is also editor for the second consecutive summer of the Harlem Youth Writing Workshop, a six-week writing, photography, and typesetting program for teens that is sponsored by XEROX...the recent NAACP Convention in Boston was covered different ways by at least three members of B.A.N. JAMES McBRIDE('80) of the BOSTON GLOBE examined the negative peer pressure and other obstacles facing black teenagers in a June 26 profile of 17-year-old Kecia Curry, a girl raised in a Boston housing project who struggles daily to steer clear of trouble...MARILYN MILLOY ('82)of **Newsday** filed a story on a tentative agreement NAACP leaders reached with gas and electric employers to provide summer jobs for 3,000 young people. Marilyn's July 4 article also looked at whether the civil rights organization could gain vitality and become more effective this decade..WAYNE DAWKINS('80) of the Mount Vernon(N.Y.) **Daily Argus** did a July 2 article based on interviews with three Mount Vernon delegates in Boston who said that the membership was determined to make big business more responsive TO employing more blacks(at least 18 percent of whom out of work), if it meant selective buying of goods and services. ANDREA PAYNE('81) taught in the NYC public schools for the first half of this year while looking for a writing job...

B.A.N. PEOPLE

VALERIE WESLEY('82) and her husband Richard were profiled in the August issue of **BLACK ENTERPRISE** Magazine in an article about two-career families and their struggle for success. Valerie is a contributor to ESSENCE Magazine...What's so special about romance on the road? JILL NELSON ('80)replied in a June 29 VILLAGE VOICE feature titled "Flight Patterns." ....DIANN BURNS('81) is working as a field producer for **Independent Network News** in New York...

NEW SUBSCRIBERS: Seven = Linda Waller, Luther Jackson, Marilyn Milloy, K.O. (Fla.), David Porter, Frank Brown, Diann Burns. Total 1982 Subscribers = 21. IF YOU ENJOY OUR NEWSLETTER, PLEASE SUPPORT US. $10 year

The B.A.N. Newsletter will provide a "Situation Wanted" section for its subcribers in future issues. If you are looking for a job in journalism, tell us briefly what kind of work you are looking for, where you are willing to go, and what experience and skills you have to offer. B.A.N. will circulate your entry with news organizations on our mailing list. Please send your information before the 15th day of each month to P.O. Box 2209; Mount Vernon N.Y. 10550.

JOBLINE: For freelancers, NATIONAL LEADER the new black national weekly newspaper, is looking for stories. The stories they are buying are in the neighborhood of 800 words. Send your stories and queries to Pat Patterson, managing editor, 1422 Chestnut St., Suite 800, Philadelphia, Pa. 19102, telephone (215) 563-6688. the price they pay vary from story to story.

B.A.N. is edited by WAYNE J. DAWKINS, BETTY WINSTON BAYE and ANNE ASHTON.

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Volume III, Number Nine September 1982

NABJ

MORE THAN 300 black newspeople attended the Seventh Annual Convention of the National Association of Black Journalists in Detroit last month. The Theme of the three-day convention was "Extending Our Reach." Les Payne, national editor of NEWSDAY and president of NABJ, presided over the meeting that urged the cementing of ties between Afro-American and African journalists at home and abroad. The keynote speaker, E.Y. Eke, Nigerian ambassador to the United States and a former journalist, urged the participants to develop an exchange program between Afro-African journalists. Eighteen convention workshops covered topics such as Integrating the newsroom toward the year 2000; the responsibility of Black journalists to the community; Journalism: The Third World view and why a greater black presence is needed in foreign, sports and financial reporting. One of the liveliest sessions was moderated by Chicago Tribune columnist Vernon Jarrett that dealt with how Black journalists should handle sensitive stories when the central figure is a black hero or heroine found to have feet of clay. The example used for the heated debated was how Chicago's press corps handled and viewed the Marva Collins story. Members of Chicago's general interest and black press argued ferociously on different sides of the dispute. During some workshops debate ensued when several participants said they wanted to be "just reporters" out of fear they might be ghettoized in a "black only" beat. Others said however that "good reporters could write about almost anything," and noted that if Black reporters cannot or (CONTINUED ON PAGE 2)

INSIDE:
A Four-Page Special Section, Plus B.A.N. People, Jobline & More...

NABJ, CON'T...will not report and write about Black America, then those stories might not get written at all. Furthermore, some said whites might decide as some apparently already have that they don't need a black presence in their newsrooms at all. Gil Noble, newsman with WABC-TV, New York, who was named NABJ Journalist of the Year for his seering three-part essay on drug abuse, urged those who attended to "stay angry" about the conditions and problems of Black Americans. "Some of you smile too much. Some of you are too well-adjusted," Noble told the gathering. Some people at the convention were disturbed when two of NABJ's top awards went to two white male journalists. Reverse racism was not the issue, according to Audrey Edwards, senior editor of ESSENCE Magazine and NABJ board member. She questioned whether it was not NABJ's responsibility to honor Black journalists who more often than not have been ignored in other media competitions. The 17-member NABJ board of directors wrestled with the issue and ultimately voted to honor their own while affirming that pressure needed to be maintained on the majority news media to fulfill its obligation to cover and report on Non-White America. Next year's convention is scheduled to be held in New Orleans. NABJ members at the convention voted to negotiate with Hampton Institute in Virginia to establish NABJ's national headquarters at the historic black college. B.B. & W.J.D.

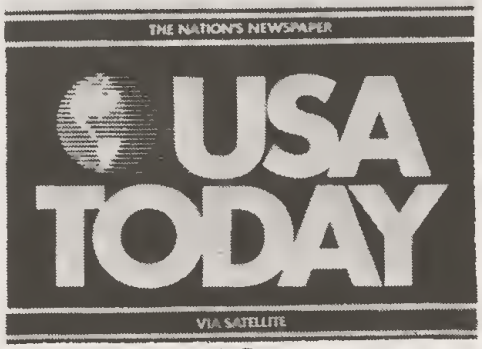
BLACK ALUMNI NETWORK
Newsletter

This newsletter is published monthly by black alumni from the Graduate School of Journalism, Columbia University. We welcome your articles, letters, job tips and news about journalism alumni and other people who work in mass communications.

Please send correspondence to B.A.N., P.O. Box 2209, Mount Vernon, New York 10550

edited by: WAYNE J. DAWKINS
BETTY WINSTON BAYE
ANNE ASHTON

...USA TODAY, Gannett's new national newspaper, is to roll this month and be available to readers in Washington, D.C. before spreading to about 20 major cities. Gannett executives told NABJ members in Detroit last month that care was taken in recruiting editorial talent that closely reflects the nation's population. Of the more than 200 editorial staffers, 16 percent are mi- (CONTINUED ON PAGE 7)



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Editors: Wayne J. Dawkins, Betty Winston Baye
Design: Anne Ashton
Typesetting: Cora B. Smith

BAN Revisited

a special membership drive section

"A wonderful thing happened to us in those nine months at the J-school. We all came as strangers, but the spectrum of talent we had to share among one another and the challange we sensed was ahead, pulled us together with the force of a magnet. We became a family."

--opening lines from the first (July 1980) issue of BAN newsletter.

There's no denying that in the two years, three months and some-odd days since our graduation in 1980, we have changed and grown as journalists...as people.

We have expanded out family to include brothers and sisters from the classes of 1981 and 1982, and undoubtedly we will have new additions from the class of 1983.

Our growth, both professionally and personally, is due in large part to our commitment to our profession and to ourselves as well as our involvement with each other through the BAN network.

Our family is diverse and scattered, but we manage to keep in touch through the BAN newsletter.

The purpose of this special section of the newsletter is to invite you, implore you, and cajole you into helping the network grow and expand.

con't pg 5

Over the years, we've made numerous accomplishments. We've gone from frantically searching for jobs, to finding them, testing and perfecting our skills, to traveling and winning awards. We just keep plugging away. What follows is a nostalgic look at some of us as reported in past issues of BAN newsletter.

BAN PEOPLE revisited

Exactly two years ago, the Sept. 1980 issue reported the following: "Intrepid ROSEMARIE ROBOTHAM traveled to Massachusetts and Pennsylvania for Life Magazine to file reports on 18th century haunted houses...as a reporter/researcher her assignments may take her anywhere in the U.S."

Since then, Rosemarie has covered the 100th anniversary of Kodak, and travelled to the Falkland Islands (before that area became infamous) "to report on the repository of classic 19th century ships whose seawrecked hulks encircle the islands."

In March 1981, Rosemarie did an article for Life on 82-year-old Prentice Polk, the official photographer for Tuskegee (Ala.) University.

JILL NELSON hasn't let the grass grow under her feet either. Before she left school, Jill did an article for the Village Voice that brought the editors of other top publications knocking on her door. Cosmo, Black Enterprise, Essence, Inside Sports and Pacific News Service, to name a few recruited her.

In October 1980, we found Jill also doubling as minority recruitment coordinator for the J-school. And in February 1981, Jill was part of a group that traveled to Zimbabwe. She got to interview Robert Mugabe

On her return, she was a guest on the 18th anniversary show of FIRING LINE, the PBS program hosted by William F. Buckley. Jill subsequently became a contributing editor to Black Enterprise Magazine.

Musically talented JAMES McBRIDE made his first appearance in the newsletter in two ways: he told us of a job opening, and more importantly, let us know he interviewed Muhammad Ali at his Deer Lake, Pa., training camp. Not one to stand still very long, "McJive" was appointed government

con't pg 5

con't from page 3

You can do that by letting us know what you'd like to see in the newsletter; by letting us know where you are; what you're doing, and how you're getting along.

You can do that by filling out the form at the end of this section and returning it. We will compile the information and send you a directory.

You can do that by paying your dues of $10.00 for the year beginning October 1, 1982, so that we can keep printing and mailing you the newsletter.

We are planning special feature articles for upcoming issues of the newsletter including tax information, a series on the "business" of freelancing, the copyright laws; covering the business and financial world; concerns for 1983 and more. In addition, we plan to continue the BAN PEOPLE section and the editorials about situations and events of concern to us all.

We want to keep that "wonderful thing" happening to us. We want to get rid of the word stranger and strengthen our family, enrich our network.

There's nothing more satisfying than seeing your past laid out in front of you--a past that may not have been all you wanted it to be, but which nevertheless helped to shape your present, your future.

---

con't from pg 4

reporter for the Wilmington (Del.) News Journal. He also earned a citation in Gannett's national wire watch for his article "What's life without hip sneakers?" The citation was the Paul Myhre Award for reporting in the fashion and clothing category in the national Penney-Missouri Newspaper Awards contest.

Then, in the May 1981 issue, BAN reported that James was to go to Africa (which he did) "but not before the engagement of his musical production, "Lady Day," in Philadelphia.

Most recently, BAN reprinted an excerpt from one of James' articles in the Boston Globe. It was entitled, "In Praise of a Great Mother." Throughout it all, he's never stopped playing his music.

Space constraints forbid details on other talented members of our family at this time. However, BAN will ocassionally do "revisitations" on others as space permits in future newsletters.

While individual members were launching their careers, the BAN editors, Wayne Dawkins and Betty Baye were constantly thinking of new ideas and new looks for the newsletter--and for forming a network that would help support and nurture us all.

Over the past two years, the newsletter went from a social-type piece (our first issue was mainly about BAN people) to a newsletter that wasn't afraid to deal with important issues.

After the first few issues, the newsletter began to change as we received input from you. In addition, an editorial column, a job hotline, articles on politics and networking with other organizations, found their way into the newsletter.

We also began making contact with other classes, providing support and help when needed. If the BANetwork was to truly be a network, then that meant including our brothers and sisters then in J-school.

In January 1981, BAN reported on the controversy at the J-school surrounding the possible dismissal of several black students.

In April of that year, BAN reported on meetings held to renew discussions of goals for the organizations and the possibility of setting up a scholarship fund for black students.

Then, the Janet Cooke scandal broke and shook our journalistic world to the core. (Janet Cooke erroneously won a Pulitizer for a fictitious account of an eight-year-old heroin addict.) The fact that Janet Cooke was black was particularly disturbing since it had repercussions that could undermine the tenuous plans we had made for ourselves. The scandal prompted a three-page editorial examining the situation and was published in the May 1981 issues. It forced us to take a closer look at ourselves and what we would or would not do for fame.

But perhaps our most major accomplishment was the program put on in April 1982 at the J-school. Our first, BAN-sponsored program, a forum entitled "Ethics and Responsibility in Covering the Black Community" was a success.

#

Please send the form below with your subscription check to the Black Alumni Network, P.O. Box 2209, Mount Vernon, New York 10550. Thank you.

BAN REVISTED
edited by
Anne Ashton

NAME _____ CLASS _____

HOME ADDR _____

_____ ZIP _____

HOME TEL ( ) _____ WORK TEL ( ) _____

TITLE OR RESPONSIBILITY _____

_____

ORGANIZATION _____

ADDRESS _____

_____ ZIP _____

Rita Thompson('80)left WGGB-TV in Springfield, Ma. last month for the challenge of producing an early morning newscast in a larger market, WTNH-TV in New Haven, Conn. ...Bill Hamilton('80)is director of publications at South Central Bell in Louisville, Ky...Sabrina Dames('81)is an assistant editor with WTOP News in Washington, D.C....Jon Fleming('81)is the manager of the Portland, Me. bureau of UPI...Janie Sykes Kennedy('80)is author and editor of Excel, a 72-page booklet on excellence among black organizations and achievers that was published this year by Schenley Imports Co. The booklet is a collection of profiles about black people and institutions, historical facts and a listing of events taking place this year around the nation.

B.A.N. PEOPLE

...Adimu Amili('80)currently works with the Matthew Bender law firm in Manhattan ...Marilyn Milloy('82) of Newsday leads the much-traveled life of a national correspondent. Recent assignments have taken her on long trips(to Los Angeles for a story on blacks in the movie industry), medium trips(to Washington, D.C. for a profile on the dubious black Reagan appointee, Clarence Pendelton, new head of the EEOC) and short trips(to Newark, N.J. for an interview with Kenneth Gibson, a mayor in trouble and also a chat with 'experts' at a neighborhood barber shop to poll Gibson's shaky political future...James McBride ('80)detailed in a recent Boston Globe feature why life is so tough now that nothing is good for you. For example, if you like fast food and loud music, James will scold you. "You Big Mac eating, decibel-blasting fool." Other warnings: "Wanna have sex? Oh no you don't, because Time Magazine says you could get Herpes."....In the July 31 editon of the N.Y. Amsterdam News, Frank Dexter Brown('81) wrote about an attempt by the only black-owned member of the New York Stock Exchange to gain control of the board of directors at Freedom National Bank in Harlem.(B.A.N. People is a collection of notes on what Columbia Journalism Alumni are currently doing).

USA TODAY(CON'T FROM PAGE 2)...norities and 14 percent of that total are managers. Women make up 35 percent of the editorial staff and 30 percent of that total are managers. One of the supervisors is Joel Dreyfuss, former managing editor of Black Enterprise Magazine. He is chief of the New York City bureau of USA TODAY.

JOBLINE: News producer **WGGB-TV** Springfield, Mass. Full responsibility for the 11 p.m. newscast, associate for the full-hour 5:30 p.m. broadcast. Send resume to Durham Caldwell, news director, 1300 Liberty St. P.O. Box 3633, Springfield, Mass. 01101...Experienced announcer, WXLP-Radio, Moline, Ill. Send tape and resume to Gabe Baptiste, P.O. Box 3788, Davenport, Ill. 52808...Deputy Editor, VIVA Magazine, a monthly general interest women's magazine addressed to the black middle class in Kenya and other parts of Africa. Ofc. in Nairobi. Contact Judy Kelso, G.S.J....Copy Editors, Louisville Times. Contact Linda Raymond, editor, Neighborhood Section, 525 W. Broadway, Louisville 40204...Columbus Citizen-Journal. Contact John Neville, news editor, 34 S. Third St., Columbus, Ohio 43216...Boston Globe. Contact Bill Stewart, night editor, 135 Morrissey Blvd., Boston, 02107...Business reporter, Detroit Free Press. Three years reporting experience. Contact Kathy Warbelow, business editor, 321 W. Lafayette Blvd. Detroit 48231. ...Sports Reporter, Boston Globe, contact Vince Doria, asst. mang. ed.,sports...Metro Reporter, Boston Globe. Would like candidate who can speak Spanish. Contact Matt Storin, mang. ed., news.

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Editors: Wayne J Dawkins, Betty Winston Baye, Anne Ashton

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MINORITY STUDENT ENROLLMENT at the Columbia University Graduate School of Journalism has slumped dramatically for the 1982-83 school year and instructors, administrators and news professionals are grappling to determine why. Seventeen minority journalism students - 10 blacks, three Hispanics and four Asians - are part of this year's 179-member class. Minorities make up less than 10 percent of the class. Yet, in '80, '81 and '82, minorities made up at least 20 percent of the classes and the G.S.J. boasted of large, growing minority student representation. The sharp drop in minority students at the G.S.J. and other J-Schools is shocking. Racial minorities make up only five percent of daily print journalists in the United States and that's a 500 percent improvement from over a decade ago.

YEAR	A	B	C
1983	47	27	17
1982	101	44	--
1981	91	40	--
1980	126	50	--

A = Number of minority applicants (Blacks, Hispanics & Asians)
B = Number of minorities accepted
C = Number of minorities enrolled

What happened? Marianne Kellogg, G.S.J. admissions coordinator, said the school was trying to find(CON'T on pg. 3)

IRS: We're Established! Now, Let's Get Down to More Business. See Page 2.

INSIDE: A Bigger, Better P e o p l e Page For You! See Pages 6 & 7.

THE DREAM AND THE CHALLENGE...

More than two years ago when the Black Alumni Network was born, one of our primary aims was to establish a scholarship to assist black students attending Columbia's Journalism School.
Recently, B.A.N. made an important step toward making the scholarship a reality.
Last month B.A.N. received a tax number from the Internal Revenue Service. This allowed newsletter subscribers to send checks in the name of the Black Alumni Network, ending the awkward process of sending checks to the editors. With tax number, B.A.N. can quickly apply for and obtain tax-exempt status.

The cost of J-School tuition is steadily rising - $8,200 for the 1982-83 school year, up from about $5,000 in 1979-80.
We believe it is incumbent upon us to launch the scholarship fund. But we need your help.
We are not soliciting money now, only your ideas.
WE WOULD LIKE YOUR SUGGESTIONS ON:

* What to call our scholarship award.
* What criteria for student selection.
* How and who should adminster the fund (the G.S.J. or a committee we would set up?).
* When would an award be most needed (the beginning, the middle or end of the school year?).
* Should we hold a special ceremony to award the scholarships?
* What are some ways we could raise money for the scholarship fund?

We know our network is made up of busy people, but won't you take just a few minutes to think about the scholarship fund and respond to some of the questions and others you think of. Please send your recommendations to:

B.A.N. SCHOLARSHIP SURVEY, P.O. BOX 2209
MOUNT VERNON, N.Y. 10550

Your response would be appreciated by no later than Nov. 19. The information received will be reviewed and discussed at one B.A.N.'s formal meetings before the end of the year.

(ENROLLMENT, Con't)...out. Applications for 1982-83 were down 60 percent from the previous year. "The problem was not unique to us because we contacted seven other journalism schools and their numbers were also down," she said. The graduate schools reporting reductions in minority students were Boston University, New York University, Michigan State University, Northwestern University, University of Missouri, Kansas University and The University of California at Berkeley.

Paradoxically, a higher percentage of minority applicants was accepted to this year's class compared to previous years. Of 47 minority applicants, 27 were accepted but 17 enrolled in the program. For the past three school years the G.S.J. received an average of 106 applications from minorities and an average of 45 people were accepted to the school each year. The number of minority students who enrolled in theG.S.J. during those years was not available. However, recent alumni estimate at least 30 minority students were enrolled in the classes of '80, '81 and '82.

Kellogg said a higher percentage of minority students was accepted this school year because the G.S.J. believes the candidates were better prepared to do the work than many applicants of previous years. Kellogg added that the higher percentage of minorities accepted did not mean the G.S.J. "panicked" and tried to accept as many of the smaller pool of applicants as possible.

There are a number of reasons for the smaller pool of minorities enrolled this year in the G.S.J. Tuition leaped to $8,200, up from $7,400 last year. Living expenses bring the estimated cost of attending the G.S.J. to $17,000. Government cutbacks have reduced the amount of loans and grants for journalism students, and the number of scholarships and foundation awards has not kept pace with rising costs.

The negative news of daily newspapers folding and the perception of shrinking opportunity could be discouraging applicants.

Some minorities may have believed applying to J-School would be "too much expense and too little payoff," said Valerie Wesley, '82, who was part of a faculty-student group that read 1982-82 applications.

Kellogg said there appeared to be a problem recruiting minority students for the G.S.J. There are a lot of eligible minority candidates, she said, but they are not on

(CON'T on pg. 4)

(ENROLLMENT, Con't)...the college campuses, where the G.S.J. traditionally has concentrated recruiting efforts. Most of the desirable candidates are recent college graduates who have been working in the news and/or communications business for a year or two.

One possibility is for the G.S.J. to contact alumni, news organizations, societies of media professionals and training institutions for leads.

Kellogg said the school was trying to accomplish this by sending information packages promoting the G.S.J. program to as many organizations that they are aware of.

A colleague characterized minority journalists as babes in the industry. We are in a struggle to see that more minorities are trained to work in newsrooms, news bureaus and broadcast outlets.

It behoves us as members in the information business to seek out, coax and groom a stead flow of potential minority journalists for the future.

By WAYNE J. DAWKINS

MEMBERSHIP MEETING

Sunday November 7, 2 p.m. at Betty's place, 4 E. 107 Street, #22G, New York, N.Y. A donation for light refreshments would be appreciated. Expanding the newsletter staff will be one of the items discussed next month.

(JOBLINE, CON'T)...PRESS has an opening for a staff reporter. This daily serves 80,000 readers in Southern N.J. Candidate should be mentally tough in addition to having strong reporting and writing skills for this challenging position...WROQ-FM, Charlotte, N.C., was looking for a part-time announcer to work 10 hours weekly. Must have two years radio experience. Send tape and resume to Jim Ballard, WROQ, 400 Radio Road, Charlotte, N.C. 28216...WCCB-TV, Charlotte, N.C. was looking for a television producer/director. Must have previous experience in directing and producing location and studio commercials, promotions and programming. Must also have good knowledge of equipment, lighting and editing. Candidates for this job should contact Doug Bell for application, Dustin Lecate for interview. One Television Place, Charlotte, N.C. 28205, (704)372-1800.

JOIN US!

Please send the form below with your subscription check to the Black Alumni Network, P.O. Box 2209, Mount Vernon, New York 10550. Thank you.

NAME_____ CLASS_____

HOME ADDR_____

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HOME TEL ( )_____ WORK TEL ( )_____

TITLE OR RESPONSIBILITY_____

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ORGANIZATION_____

ADDRESS_____

_____ ZIP_____

PEOPLE, CON'T.....'82 in Philadelphia, James' hometown. Philly's DAILY NEWS praised the production, which James wrote with Ed Shockley. It's the bittersweet story of Cocoabean Yardbird Johnson, described as a "lost sensitive, unloved child of the city who traverses the rocky road to womanhood with soul, courage and a sweet, willing spirit." The DAILY NEWS called James' music "contemporary if not strongly individual." Would you expect anything less from James?...Andrea Payne '81, will capsulize and chronicle tales of love in the afternoon for SOAP OPERA **DIGEST**. Andrea was hired last month to write and edit for the 800,000-circulation bi-weekly magazine...Three alumni contributed articles to the September issue of ESSENCE Magazine. In a guide to crime prevention in the big city, Jill Nelson '80 detailed what muggers look for when they shop for victims. Marilyn Milloy '82, told us about Vivian Robinson of N.Y.C., who has been successfully encouraged large numbers of blacks to patronize Black theatre. Valerie Wesley '82, wrote a column on why breast-feeding is good for mother and child...Anne Ashton '80, returned to writing and editing last month. She is assistant editor of **THE FED** the in-house magazine of The Federal Reserve Bank of N.Y. Before this new job, Anne was a bank-research analyst and a press information officer. (B.A.N. PEOPLE IS A COLLECTION OF NOTES ON WHAT COLUMBIA JOURNALISM ALUMNI ARE CURRENTLY DOING).

Clarence Waldron '80, has parted the daily Atlantic City(N.J.)**PRESS** and moved to Chicago as a staff writer with **JET** Magazine. Clarence will write news features in the Windy City and do some national reporting. He was with The PRESS for nearly two years...Frank Dexter Brown '81, wrote a piece for the Sept. 11 NEW YORK **Amsterdam News** about Harlem based lawyer Gerald Horne, who traveled to Beirut with a 150-member party from several nations to review reports and evidence of alleged Israeli war crimes. According to Horne, this information was vital to Afro-Americans, in light of Israel's economic ties with South Africa and a recently signed "Friendship Treaty with the repressive Mobutu regime in Zaire.....

B A N
P E O P L E

Betty Winston Baye '80, returned to college this fall, but in a new role. She is an adjunct instructor at N.Y.C.'s HUNTER COLLEGE, her alma mater, teaching a three-credit course in basic reporting and writing. Betty remains a staff writer with the Mount Vernon (N.Y.) DAILY ARGUS, a Gannett Newspaper...In the middle of churning out features as a staff writer for The Boston **GLOBE** , James McBride '80, found time to co-author a play this summer. James wrote the music for "All Roads Lead Home," a jazz-rock musical that showcased at Black Theatre Festival

(Con't pg. 6)

JOBLINE TV-CABLE WEEK, a new TIME Inc, publication, is interviewing people for writer and researcher positions. Professional experience is prefered and familiarity with VDT's is an advantage. Salary is reportedly $23,000 and up. Contact Walter Bingham, TIME Inc., 1270 Avenue of the Americas, New York, N.Y. 10020...GANNETT WESTCHESTER NEWSPAPERS had openings for the following positions: Copy Editor, Sports Desk. Must be familiar with editing and lay out, plus VDT's. Work shift is overnight on weekdays, nights on weekends. Contact Dick Yerg, (914)694-5000. The other position was city editor of the New Rochelle STANDARD-STAR. The city editor oversees a staff of six reporters, makes schedules and assignments, guides the news coverage and does much of the copy editing. Looking for a person with a nose for hard news tempered by the flair to recognize and exploit the soft or human side of otherwise mundane municipal matters. Grammar, spelling and the AP stylebook are the basics of the successful candidate's trade. Contact Barry Abish, editor, at (914)694-5426...The Atlantic City (N.J.) CON'T PG 5...

BLACK ALUMNI NETWORK
P.O. BOX 2209
MOUNT VERNON, N.Y. 10550

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BAN NEWSLETTER IS A PUBLICATION BY CONCERNED BLACK ALUMNI OF THE CLASS OF 1980 OF THE GRADUATE SCHOOL OF JOURNALISM OF COLUMBIA UNIVERSITY

Editors: Wayne J Dawkins
Betty Winston Baye
Anne Ashton

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UNDERSTANDING THE ECONOMIC STORY

Without attempting to be a rehash of economics 101, this article was designed to help members of our network be aware of three elements that will undoubtedly appear in most economic stories.

The elements are: the *index of leading indicators*, the *index of coincident indicators* and the *index of lagging indicators*.

These indices, which have been gathered and published by the Federal government for about 40 years, did not become very important until the mid-1970's, when growing inflation made accurate forecasting tools imperative.

The purposes of the indices are to measure economic activity in stores, factories, financial markets and unemployment lines, and also to record the amount of goods and services that are being sold, and at what price. Also, they measure how many people are employed to do what types of work; how long they work each week; and how much money they make.

The indices also reflect subtle changes in business activity. For example, the rise in inventories and new orders for consumer goods, new business starts, and changes in the volume of consumer and business credit.

The *index of leading indicators* forecasts what the economy is going to do, and monitors business activities that signal a change. For example, if a recovery were anticipated, business and industry will begin to prepare for increased production by hiring new workers, extending shifts and ordering new machinery and consumer goods.

con't. p.4

NABJ

The New York Chapter of the Association of Black Journalists is in the process of being reorganized. Spearheading the effort is *Audrey Edwards*, senior editor, Essence Magazine.

At the September meeting, *Les Payne*, president of the National Association, and editor at Newsday, discussed the need for Afro-American journalists to travel to Africa to report the news that "somehow" rarely finds its way into the "establishment" press.

con't. p.4

JOBLINE

Carol Sutton, senior editor in news administration for the The Courier-Journal THE LOUISVILLE TIMES and a friend of Betty Baye and BAN, informs us that the newspapers are actively recruiting minority candidates for reporting and editing positions. Inquiries should be address to Ms. Sutton, Senior Editor, News Administration, 525 W. Broadway, Louisville, Ky., 40202, or 502-582-4011...WSOC-TV, Charlotte, NC, has been looking for two news reporters. Contact Marye Pat Philemon, Personnel Director, P.O. Box 34665, Charlotte, NC, 28234. WAYS-Radio, also in Charlotte, is looking for a news reporter with extensive editing experience and the ability to anchor a newscast. Send tape and resume to John Kilgo, 400 Radio Road, Charlotte, NC, 28216.

3-rd World Students

In response to the paltry number of third world students (see October BAN) accepted into the J-school's Class of 1983, a group of alumni met recently in New York City at the home of *Blanca Vazquez '82*.

The results of the meeting were positive. Among other things, things, alumni agreed to work with the school as much as possible since there were recruitment funds available, and since officials claimed to have concerns similar to ours. A report on a meeting with school officials to discuss minority recruitment will be made in the next issue.

People at the meeting agreed that one major problem in recruitment of minority students was that the school was simply looking in the wrong places. To rectify that, alumni agreed not only to volunteer, but to identify potentially rich sources for recruitment.

TREASURY REPORT

Revenues/expenses for 1982 Newsletters

Total 1982 subscriptions:		$250.00
Total 1982 expenses to October		
Postage	$90.51	
Supplies	30.60	
PO Box Rental	11.00	
Toll Calls	10.25	
BMAC Dues	10.00	
Printing	73.55	
Total		$225.91
Balance (for Nov. & Dec.)		$ 24.09

It currently costs $32 per month to print 200 8-page copies of the newsletter and $25 to mail the copies. Total mailing and printing costs for 1983 are expected to be at least $684.

We need your support and donations. Please send in your dues so we can continue to provide you with the BAN newsletter.

Linda Prout '81, was one of five journalists who received fellowships for three months intensive study of Spanish at the Cuernavaca Language School in Mexico. Linda is a lifestyle reporter with Newsweek Magazine...*Bill Hamilton '80*, says he is "well-ensconsed at South Central Bell in Louisville." He is writing articles and taking pictures for the in-house publication. Mr. Bill sent us a sample of his work...The November issue of Essence contained two articles by BAN members. In the music section, *Isaac Fergusson '81*, wrote about new reggae practitioners on the horizon. *Valarie Wesley '82*, co-authored an article on "Helping Your Man Share His Feelings." *Betty Baye '80*, recently completed her first novel. Titled The Africans, the book is scheduled to be published in July 1983 by Banbury/Dell Books.

Kentucky Bellnews

BAN PEOPLE

Remember, the *PEOPLE* column needs your input. Tell us your good news (been published lately? planning a trip, a wedding, having a baby? buying a house--all that good stuff--let us know so we can "tell everybody your business".

...and while on the subject of books, *James McBride '80*, took a one-year leave of absence from the Boston Globe to write a book about his mother, who is one extraordinary woman (see June 1982 BAN newsletter)...Betty and *Wayne Dawkins '80*, were part of the team of Gannett Westchester Rockland reporters who won First Place for In-Depth reporting from the New York State Associated Press Association. Together, they contributed several of the articles in a week-long series on "The 1980 Census and Mount Vernon"... Congratulations. Kudos are also in order for Wayne who was married in a beautiful fall ceremony a few weeks ago. Wayne and his bride, Joyce Ingram, an editor with Westchester Rockland Newspapers, met in 1980, when the two shared a VDT terminal at the Daily Argus in Mount Vernon. The couple honeymooned in Barbados.

MIC

Minorities in Cable is a national, non-profit organization dedicated "to total minority involvement in cable television." To facilitate this, *MIC*, which is affiliated with the United Church of Christ, sponsors mini-workshops in minority communities and has a pool of resumes of qualified minorities interested in cable. *MIC's* concerns are not only employement, but cable ownership. Membership is open to all "who believe in its goal" of helping minorities get into cable. For more information, write *MIC* at 105 Madison Avenue, c/o Office of Communications, United Church of Christ, 9th Floor, New York, N.Y. 10016, or call 212-683-5656, ext. 184.

STORY

The results of this are shorter unemployment lines, higher prices on crude materials and increased consumer spending. The money supply increases.

Each of these activities is measured individually and then combined to form a composite index number. Watch the change in the index number from month to month. If the index drops, the economy is usually on a down-trend. If it rises, there is hope of a recovery. But, if the increases are small, many economists feel the recovery will be weak.

The *index of coincident indicators* measures how the economy is doing today and follows the business cycle, meaning it falls during a recession and rises in a recovery. When it "bottoms out" (remains steady), it usually signals the start of a recovery.

The index monitors payroll figures (employment), personal income (earnings), industrial production and sales.

The *index of lagging indicators* measures what happened to the economy. It monotirs changes in business activities that are the result of swings in the economy, i.e., changes in the prime rate, the amount of outstanding loans (personal and industrial), labor costs and duration of employment.

It's best to watch all three indices and not rely to heavily on any one. Use them for a general idea of what's happening to the economy.

NABJ

At the same meeting, *Jill Nelson '80*, gave a provocative 45-minute talk on the joys and sorrows of full-time freelancing. Jill has been an extremely successful freelancer, but warned those who might want to follow in her footsteps that the job is either "feast or famine," and requires tremendous discipline.

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THE NEXT MEETING OF BAN WILL BE HELD AT THE HOME OF *Betty Baye* ON SUNDAY NOVEMBER & AT 2 P.M. WANT TO SEE YOU THERE; WE'VE GOT SO MUCH TO DISCUSS. RSVP 914-668-3000 or 212-410-5271 FOR ADDRESS AND PARTICULARS.